

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Great American Media (GMMB)
3050 K Street N, Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 485655 /		<u>Alt Order #</u> 06236978
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 10/09/12 - 11/06/12		<u>Estimate #</u> 1407
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 44	KVVU	10/16/12	11/05/12	TMZ	730-8p		:30			NM	19	\$10,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
	2	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;										
	3	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;										
	4	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
	5	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
Week:		10/23/12	10/29/12	MTWTF--				5	\$675.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Type</u>		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			
7	KVVU	10/23/12-10/29/12		TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 35.16,35.17,35.18										
8	KVVU	10/23/12-10/29/12		TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.5,41.6,41.7										
9	KVVU	10/23/12-10/29/12		TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 44.16,44.17,44.18,44.19,44.20,44.21,44.22,44.23,44.24,44.25,44.26										
16	KVVU	10/25/12-10/25/12		Extra	M-Sa 8-10p/Su 7-1	-----Th-----	:30		\$500.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
17	KVVU	10/25/12-10/25/12		TMZ	M-Sa 8-10p/Su 7-1	-----Th-----	:30		\$675.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
18	KVVU	10/28/12-10/28/12		Simpsons/Simpsons	M-Sa 8-10p/Su 7-1	-----Su	:30		\$825.00	NM		
		See MG 44.27,44.28										
19	KVVU	10/30/12-11/05/12		Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
20	KVVU	10/30/12-11/05/12		Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
21	KVVU	10/30/12-11/05/12		Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
22	KVVU	10/30/12-11/05/12		More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
23	KVVU	10/30/12-11/05/12		More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
24	KVVU	10/30/12-11/05/12		More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
25	KVVU	10/30/12-11/05/12		More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
26	KVVU	10/27/12-10/27/12		TMZ Weekend	Sat 130-230am	-----Sa--	:30		\$150.00	NM		
		MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
27	KVVU	10/31/12-11/05/12		Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M--WThF----	:30		\$700.00	NM		
		MG for 44.18 10/28										
28	KVVU	10/31/12-11/05/12		Fox 5 News @ 430am	M-Th, Sun 430-5a	M--WTh---Su	:30		\$125.00	NM		
		MG for 44.18 10/28										
Week: 10/30/12		11/05/12	MTWTF--		5			\$675.00				
Totals											368	\$307,060.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	246	\$217,070.00	\$184,509.50
10/29/12 - 11/06/12	122	\$89,990.00	\$76,491.50
Totals	368	\$307,060.00	\$261,001.00

Signature: _____ **Date:** _____

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OCT30/12 13.43
** KVVVVV-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME MAURA GILROY

BUYER NAME	<u>MAURA GILROY</u>
SALES PRSN	<u>PH- TERESA DIFURIA</u>

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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

TOTAL SAME
PLS CNF THANKS
NIKKI

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY ADVERTISER CODE = AGENCY EST# = 1407
AGENCY PRODUCT CODE =

PROGRAM : EXTRA
ORD COM1 : SPOTS N/A. SEE MG OFFER.
PART OF A MAKEGOOD MADE UP OF LINES
96-133
PRE-BOOKED PLS APPROVE.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT30/12 13.43
ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS	
146	S		900P-1000P	30		\$825.00	10/28	10/28	0		SUN	0	
PROGRAM : SIMPSONS/SIMPSONS													
ORD COM1 : SPOTS N/A DUE TO SPORTS. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.													
PART OF A MAKEGOOD MADE UP OF LINES 143-148													
152	A		700P-730P	30		\$950.00	10/29	10/29	1		MON	1	
PROGRAM : EXTRA													
ORD COM1 : TP CHG DUE TO NO WORLD SERIES GAME. PRE-BOOKED PLS APPROVE.													
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-106 FOR 1 SPOT/WK													
153	A		700A-900A	30		\$700.00	10/31	11/5	1		W-F,M	1	
PROGRAM : NEWS													
ORD COM1 : SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED													
ORD COM2 : PLS APPROVE.													
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-146 FOR 1 SPOT/WK													
154	A		430A-459A	30		\$125.00	10/31	11/5	1		W-F,M	1	
PROGRAM : NEWS													
ORD COM1 : SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED													
ORD COM2 : PLS APPROVE.													
PART OF A MAKEGOOD MADE UP OF LINES 153-154													
STATION MAKEGOOD OFFERS:													
M18	OK'D		BUY#106			MISSED:MON/900P-930P	OCT29		30S	\$950.00	(OCT29/12)		
						OFFER:MON/700P-730P	OCT29		30S	\$950.00	PLS ADVISE.		
CMT:TP CHG DUE TO NO WORLD SERIES GAME. PRE-BOOKED PLS APPROVE.													
M19	OK'D		BUY#146			MISSED:SUN/900P-1000P	OCT28		30S	\$825.00	(OCT29/12)		
						OFFER:W-F,M/700A-900A	OCT31		30S	\$700.00	PLS ADVISE.		
						& W-F,M/430A-459A	OCT31		30S	\$125.00			
CMT:SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED													
CMT:PLS APPROVE.													
OCT/12	221180.00	NOV/12	85880.00					CONTRACT TOTAL	307060.00				
										TOTAL SPOTS	368		

REP HEADLINE# 6236978 TRF# 485655 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 10: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT30/12 13.43
 HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS:

MARKET TOTALS \$1,535,300 KVVU 20% KSNV 27% KLAS 28% KTNV 18% KVMY 5% KVCW 2% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE